

Station KSNV-TV LAS VEGAS, NV. Advertiser ( ) DEM. CNG. CMP COMM. Product Issue Estimate# 1503 Buyer Kaite Keuleman Phone# Fax#	Agency ( ) GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 11/14/1503 Flight Dates 09/18/2012 - 09/24/2012 Hiatus Weeks	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
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-- CONTRACT COMMENT --  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$325.00	09/18-09/24	5	1	5	\$1,625.00	
	2	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,500.00	09/18-09/24	4	1	4	\$6,000.00	
	3	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	4	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/22	1	1	1	\$625.00	
	5	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/18-09/24	5	1	5	\$1,000.00	
	6	TU-F,M	9A-10A	TODAY SHOW II	:30	\$750.00	09/18-09/24	3	1	3	\$2,250.00	
	7	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/18-09/24	2	1	2	\$850.00	
	8	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/18-09/24	3	1	3	\$975.00	
	10	TU-F,M	4P-5P	NEWS 4 AT 430P	:30	\$700.00	09/18-09/24	3	1	3	\$2,100.00	
	11	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,000.00	09/18-09/24	3	1	3	\$3,000.00	
	12	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	09/22-09/22	1	1	1	\$650.00	
	14	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/18-09/24	1	1	1	\$1,100.00	
	15	TU-F,M	1230P-1P	AGENDA	:30	\$325.00	09/18-09/24	1	1	1	\$325.00	
	16	TU-F,M	430A-459A	NEWS	:30	\$225.00	09/18-09/24	1	1	1	\$225.00	

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Advertiser ( ) DEM. CNG. CMP COMM.	3050 K ST NW	Sales Office ( ) AMY MCCREARY
Product Issue	WASHINGTON, DC 20007	Salesperson ( )
Estimate# 1503	Agency C/P1/P2/E 11/14/1503	
Buyer Katie Keuleman	Flight Dates 09/18/2012 - 09/24/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

---REPORT TOTALS---  
 Report Totals: 34 / \$21,075.00

---SALES MONTHLY TOTALS---

Sep 12: 34 / \$21,075.00  
 Sales Totals: 34 / \$21,075.00  
 Station Totals: 34 / \$21,075.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$81,058	CATV 0%	KBLR 0%	KINC 0%	KLAS 30%	KSNV 26%
		KTNV 20%	KTUD 1%	KVCW 2%	KVMY 1%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER  
 EST SHARES  
 Books NOV12  
 Demos RA35+

---Agency Comment---  
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
 CASH IN ADVANCE